

CONTRACT



www.nbcwashington.com

And:

GREAT AMERICAN MEDIA
1010 WISCONSIN AVE NW
WASHINGTON, DC 20007

<u>Contract / Revision</u>		<u>Alt Order #</u>
338775 /		
<u>Product</u>		
1891-DSCC-IE Washington		
<u>Contract Dates</u>	<u>Estimate #</u>	
09/28/12 - 10/01/12	1891	
<u>Advertiser</u>	<u>Original Date / Revision</u>	
DEMOCRATIC SENATORIAL CAMPAIGN COI	09/27/12 / 09/27/12	
<u>Billing Cycle</u>	<u>Billing Calendar</u>	<u>Cash/Trade</u>
EOM/EOC	Broadcast	Cash
<u>Station</u>	<u>Account Executive</u>	<u>Sales Office</u>
WRC	Kaitie Conway	Washington DC
<u>Special Handling</u>		
<u>Demographic</u>		
RA35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>
01274		23177

<u>*Line</u>	<u>Ch</u>	<u>Start Date</u>	<u>End Date</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Days</u>	<u>Length</u>	<u>Spots/Week</u>	<u>Rate</u>	<u>Type</u>	<u>Spots</u>	<u>Amount</u>
											NM	
N 1	WRC	09/28/12	10/01/12	11A-12P MIDDAY NEWS	11A-12P		:30			NM	2	\$1,500.00
All spots on this order immediately preemptible class of time												
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/24/12	09/30/12	-----1--					1	\$750.00			
Week:	10/01/12	10/07/12	1-----					1	\$750.00			
N 2	WRC	09/28/12	10/01/12	Access H Live 12-1p	12-1p		:30			NM	2	\$1,200.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/24/12	09/30/12	-----1--					1	\$600.00			
Week:	10/01/12	10/07/12	1-----					1	\$600.00			
N 3	WRC	09/28/12	10/01/12	1-2P DAYS OF OUR LIVES	1P-2P		:30			NM	2	\$2,000.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/24/12	09/30/12	-----1--					1	\$1,000.00			
Week:	10/01/12	10/07/12	1-----					1	\$1,000.00			
N 4	WRC	09/28/12	10/01/12	Steve Harvey	2-3p		:30			NM	2	\$1,500.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/24/12	09/30/12	-----1--					1	\$750.00			
Week:	10/01/12	10/07/12	1-----					1	\$750.00			
N 5	WRC	09/29/12	09/29/12	News 4 Sat 9-1030a	9-1030a		:30			NM	1	\$2,000.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/24/12	09/30/12	-----S-					1	\$2,000.00			
N 6	WRC	09/30/12	09/30/12	News 4 Sun 9-10a	9-10A		:30			NM	1	\$1,600.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/24/12	09/30/12	-----S					1	\$1,600.00			
N 7	WRC	09/28/12	10/01/12	Ellen	3P-4P		:30			NM	2	\$2,400.00
	<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>			
Week:	09/24/12	09/30/12	-----1--					1	\$1,200.00			
Week:	10/01/12	10/07/12	1-----					1	\$1,200.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telemundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telemundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telemundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telemundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



WRC
4001 Nebraska Ave. NW
Washington, DC 20016
(202) 885-4000

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Contract / Revision 338775 /	Alt Order #	
Contract Dates 09/28/12 - 10/01/12	Product 1891-DSCC-IE Washingt	Estimate # 1891
Advertiser DEMOCRATIC SENATOR	Original Date / Revision 09/27/12 / 09/27/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays								
		Start Date	End Date	Weekdays								
N 8	WRC	09/28/12	10/01/12	5-6A NEWS4 @5AM	5A-6A		:30			NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:	09/24/12	09/30/12	-----1--		1				\$1,400.00			
Week:	10/01/12	10/07/12	1-----		1				\$1,400.00			
N 9	WRC	09/28/12	10/01/12	6-7A NEWS4 @ 6AM	6A-7A		:30			NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:	09/24/12	09/30/12	-----1--		1				\$3,000.00			
Week:	10/01/12	10/07/12	1-----		1				\$3,000.00			
N 10	WRC	09/28/12	10/01/12	7-9A TODAY SHOW	7A-9A		:30			NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:	09/24/12	09/30/12	-----1--		1				\$4,000.00			
Week:	10/01/12	10/07/12	1-----		1				\$4,000.00			
N 11	WRC	09/28/12	10/01/12	9-10A TODAY SHOW 2	9A-10A		:30			NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:	09/24/12	09/30/12	-----1--		1				\$1,800.00			
Week:	10/01/12	10/07/12	1-----		1				\$1,800.00			
N 12	WRC	09/28/12	10/01/12	10-11A TODAY SHOW 3	10A-11A		:30			NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:	09/24/12	09/30/12	-----1--		1				\$1,200.00			
Week:	10/01/12	10/07/12	1-----		1				\$1,200.00			
N 13	WRC	09/29/12	09/29/12	Saturday Today 7-9a	7A-9A		:30			NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:	09/24/12	09/30/12	-----S-		1				\$2,400.00			
N 14	WRC	09/30/12	09/30/12	News 4 This Week	530-6a		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:	09/24/12	09/30/12	-----S		1				\$300.00			
N 15	WRC	09/30/12	09/30/12	News Sun 6-7a	6-7a		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:	09/24/12	09/30/12	-----S		1				\$1,200.00			
N 16	WRC	09/30/12	09/30/12	News Sun 7-8a	7-8a		:30			NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:	09/24/12	09/30/12	-----S		1				\$1,600.00			
N 17	WRC	09/30/12	09/30/12	Sunday Today 8-9a	8-9A		:30			NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:	09/24/12	09/30/12	-----S		1				\$3,500.00			
N 18	WRC	09/28/12	10/01/12	News 4 @ 4:30a	430-5a		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:	09/24/12	09/30/12	-----1		1				\$400.00			
Week:	10/01/12	10/07/12	1-----		1				\$400.00			
N 19	WRC	09/28/12	10/01/12	4-5P NEWS4 @ 4PM	4P-5P		:30			NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
Week:	09/24/12	09/30/12	----1--		1				\$1,300.00			
Week:	10/01/12	10/07/12	1-----		1				\$1,300.00			

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FOR NBC & TELEMUNDO STATION CONTRACTS:

This Confirmation Contract Part I, together with the NBC/Telmundo TV Stations Confirmation Contract Part II, which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC/Telmundo for the advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBC/Telmundo may terminate this order only by written notice to the other at least 28 days prior to the effective date of such termination. NBC/Telmundo is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above.

FOR NBC CONTRACTS:

This NBC Everywhere Confirmation Contract: Part I ("Part I"), together with the NBC Everywhere Terms and Conditions Part II ("Part II"), which has previously been provided under separate cover and/or is available upon request, shall constitute an agreement among the Advertising Agency named above, the Advertiser named above and NBC Everywhere, a division of NBC Universal, Inc. ("NBCU") as agent for the billing and payment related to the out of home platform advertising as herein provided. Advertiser and Agency shall be jointly and severally liable for all liabilities and obligations of either party hereunder. Except as expressly set forth in Part II, all warranties, whether express or implied, are hereby disclaimed. Unless otherwise agreed in writing and except as otherwise provided in Part II, either Agency or NBCU may terminate this order only by written notice to the other at least 60 days prior to the effective date of such termination; except all advertisements on the Premier Retail Network are firm and non-cancellable by Agency. NBCU is proceeding in reliance on your acceptance of and agreement to the terms set forth herein, including all terms and conditions contained in Part II, with respect to your advertising commitment as set forth above. The delivery of material or traffic instructions by the Agency or Advertiser relating to any advertising specified on this Part I shall confirm your consent to the terms and provisions of this Part I and Part II.



WRC
4001 Nebraska Ave. NW
Washington, DC 20016
(202) 885-4000

www.nbcwashington.com

Contract / Revision 338775 /	Alt Order #
Contract Dates 09/28/12 - 10/01/12	Product 1891-DSCC-IE Washingt
Advertiser DEMOCRATIC SENATOR	
Original Date / Revision 09/27/12 / 09/27/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 20	WRC	09/28/12	10/01/12	5-6P NEWS 4 @ 5PM	5P-6P		:30			NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
Week:	09/24/12	09/30/12	-----1--					1	\$1,800.00			
Week:	10/01/12	10/07/12	1-----					1	\$1,800.00			
N 21	WRC	09/28/12	10/01/12	6-7P NEWS4 @ 6PM	6P-7P		:30			NM	2	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
Week:	09/24/12	09/30/12	-----1--					1	\$2,400.00			
Week:	10/01/12	10/07/12	1-----					1	\$2,400.00			
N 22	WRC	09/28/12	10/01/12	7-730P NBC NIGHTLY NEW:7P-730P			:30			NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
Week:	09/24/12	09/30/12	-----					0	\$10,000.00			
Week:	10/01/12	10/07/12	M-----					1	\$10,000.00			
N 23	WRC	09/29/12	09/29/12	6-630P NEWS4 @ 6P SA Wk6-630P			:30			NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
Week:	09/24/12	09/30/12	-----S-					1	\$1,400.00			
N 24	WRC	09/30/12	09/30/12	6-630P NEWS4 @ 6P SU Wk6-630P			:30			NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
Week:	09/24/12	09/30/12	-----S					1	\$1,600.00			
N 25	WRC	09/28/12	10/01/12	1135-1237A TONIGHT SHOW\1135P-1237A			:30			NM	2	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
Week:	09/24/12	09/30/12	----1--					1	\$1,600.00			
Week:	10/01/12	10/07/12	1-----					1	\$1,600.00			
N 26	WRC	09/28/12	10/01/12	1237-137a Fallon	1237-137a		:30			NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
Week:	09/24/12	09/30/12	----1--					1	\$500.00			
Week:	10/01/12	10/07/12	1-----					1	\$500.00			
N 27	WRC	09/29/12	09/29/12	Sat. Night Live	1130P-1:02a		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
Week:	09/24/12	09/30/12	-----S-					1	\$3,000.00			
N 28	WRC	09/28/12	10/01/12	11-1135p M-SU L NEWS	11P-1135P		:30			NM	2	\$8,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
Week:	09/24/12	09/30/12	----1--					1	\$4,200.00			
Week:	10/01/12	10/07/12	1-----					1	\$4,200.00			
N 29	WRC	09/28/12	10/01/12	730-8P ACCESS HOLLYWOOD\730P-8P			:30			NM	2	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
Week:	09/24/12	09/30/12	----1--					1	\$7,000.00			
Week:	10/01/12	10/07/12	1-----					1	\$7,000.00			
N 30	WRC	09/29/12	09/29/12	Redskins Showtime	7-730P		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
Week:	09/24/12	09/30/12	-----S-					1	\$1,500.00			
N 31	WRC	10/01/12	10/01/12	The Voice	8-10p		:30			NM	1	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Rate</u>			
Week:	10/01/12	10/07/12	M-----					1	\$15,000.00			

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Contract / Revision 338775 /	Alt Order #	
Contract Dates 09/28/12 - 10/01/12	Product 1891-DSCC-IE Washingt	Estimate # 1891
Advertiser DEMOCRATIC SENATOR	Original Date / Revision 09/27/12 / 09/27/12	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	
											Spots	Amount
N 32	WRC	09/28/12	09/28/12	Grimm	8-9p		:30			NM	1	\$4,500.00
		<u>Start Date</u> Week: 09/24/12	<u>End Date</u> 09/30/12	<u>Weekdays</u> ----F--				<u>Spots/Week</u> 1	<u>Rate</u> \$4,500.00			
N 33	WRC	09/28/12	09/28/12	Grimm	9-10p		:30			NM	1	\$8,000.00
		<u>Start Date</u> Week: 09/24/12	<u>End Date</u> 09/30/12	<u>Weekdays</u> ----F--				<u>Spots/Week</u> 1	<u>Rate</u> \$8,000.00			
N 34	WRC	09/28/12	09/28/12	Dateline	10P-11P		:30			NM	1	\$6,000.00
		<u>Start Date</u> Week: 09/24/12	<u>End Date</u> 09/30/12	<u>Weekdays</u> ----F--				<u>Spots/Week</u> 1	<u>Rate</u> \$6,000.00			
N 35	WRC	09/29/12	09/29/12	Drama Encore	8-9p		:30			NM	1	\$1,500.00
		<u>Start Date</u> Week: 09/24/12	<u>End Date</u> 09/30/12	<u>Weekdays</u> -----S-				<u>Spots/Week</u> 1	<u>Rate</u> \$1,500.00			
N 36	WRC	09/29/12	09/29/12	Drama Encore	9-10p		:30			NM	1	\$1,800.00
		<u>Start Date</u> Week: 09/24/12	<u>End Date</u> 09/30/12	<u>Weekdays</u> -----S-				<u>Spots/Week</u> 1	<u>Rate</u> \$1,800.00			

Totals

54 \$136,700.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	34	\$76,800.00	\$65,280.00
10/01/12 - 10/01/12	20	\$59,900.00	\$50,915.00
Totals	54	\$136,700.00	\$116,195.00

Signature: _____ Date: _____

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FOR NBC & TELEMUNDO STATION CONTRACTS:

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FOR NBC CONTRACTS:

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